

ORDER



KLAS

Orders	Order / Rev:	37497	Primary AE:	Mike Jones
	Alt Order #:	08875300	Sales Office:	K-WAS
	Product Desc:	OBAMA/P/D	Sales Region:	National
	Estimate:	1904		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	10/03/12 / 10/10/12		
	Order Type:	GENERAL		

Agency	Name:	GMMB	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Obama, Barack D-President	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO1	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	40	\$28,125.00	\$23,906.25	October 2012	40	\$28,125.00	\$23,906.25	0.00
					Totals	40	\$28,125.00	\$23,906.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share	Share	Total
KLAS	30%	\$28,125.00
Market	100%	\$93,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$23,437.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,687.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	8	10/09/12	10/15/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	4	\$200.00	LV2	0.00	NM	4	\$800.00										
CBS THIS MORNING																									
<table border="0"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 10/09/12</td> <td>10/15/12</td> <td>MTWTF--</td> <td>4</td> <td>\$200.00</td> <td>0.00</td> </tr> </table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/09/12	10/15/12	MTWTF--	4	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 10/09/12	10/15/12	MTWTF--	4	\$200.00	0.00																				
E 2	8	10/13/12	10/13/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00										
CBS Early Show - Sat.																									

Order / Rev: 37497
Alt Order #: 08875300
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama, Barack D-President
Product Desc: OBAMA/P/D
Estimate: 1904

KLAS

Ln	Ch	Start Date	End Date	Inventory Code	Break	Start/End Time	Length	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/08/12	10/14/12	-----S-		1	\$95.00	0.00						
E 3	8	10/09/12	10/15/12	Live w/Kelly Live w/Kelly	CM	9-10a	:30	5	\$300.00	LV2	0.00	NM	5	\$1,500.00
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		5	\$300.00	0.00						
E 5	8	10/09/12	10/15/12	8 News Now Noon M-F	CM	12-1230p	:30	5	\$325.00	LV2	0.00	NM	5	\$1,625.00
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		5	\$325.00	0.00						
E 6	8	10/09/12	10/15/12	1230-2p Soaps / LMAD	CM	1230-2p	:30	1	\$375.00	LV2	0.00	NM	0	\$0.00
Soaps / Let's Make A Deal														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		1	\$375.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
								MTWTFH----						
Credited [due n/a upon entry]														
E 7	8	10/09/12	10/15/12	The Talk 2-3P The Talk	CM	2-3p	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		1	\$375.00	0.00						
E 8	8	10/09/12	10/15/12	Ellen Ellen	CM	3-4p	:30	5	\$425.00	LV2	0.00	NM	5	\$2,125.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		5	\$425.00	0.00						
E 9	8	10/13/12	10/13/12	Politics Now S Sebelius	CM	Various	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
Politics Now S Sebelius (5:30 PM-6:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		1	\$275.00	0.00						
E 10	8	10/14/12	10/14/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	:30	1	\$165.00	LV2	0.00	NM	1	\$165.00
Inside Edition Wknd														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/08/12	10/14/12	-----S-		1	\$165.00	0.00						
E 11	8	10/09/12	10/15/12	8 News Now 4p M-F	CM	4-5p	:30	3	\$450.00	LV2	0.00	NM	3	\$1,350.00
8 News Now 4p M-F (4:30 PM-5:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		3	\$450.00	0.00						
E 12	8	10/09/12	10/15/12	630-7p Inside Edition	CM	630-7p	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
Inside Edition														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		2	\$325.00	0.00						
E 13	8	10/09/12	10/15/12	7-8p Rotator	CM	7-8p	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
7-8p Rotator														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		2	\$350.00	0.00						
E 14	8	10/13/12	10/13/12	Sat 7-8p - ET Wknd	CM	7p-730p	:30	1	\$220.00	LV2	0.00	NM	1	\$220.00
Insider Weekend														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>						
		Week: 10/09/12	10/15/12	MTWTF--		2	\$220.00	0.00						

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E 14	8	10/13/12	10/13/12	Sat 7-8p - ET Wknd Insider Weekend	CM	7p-730p	-----S-	:30	1	\$220.00	LV2	0.00	NM	1	\$220.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$220.00 0.00															
E 17	8	10/09/12	10/15/12	137-237a M-F Elec Plyg&M Electric Playground	137-207a		MTWTF--	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00
E PLAYGROUND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12 10/15/12 MTWTF-- 2 \$40.00 0.00															
E 18	8	10/13/12	10/13/12	Sat 1235-135a DaVinci l6M Da Vinci Inquest	12.35a-1.35a		-----S-	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00
DAVINCI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$50.00 0.00															
E 19	8	10/14/12	10/14/12	Su 1205-105a House Crimetime Saturday	1205-105a		-----S	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
CRIMETIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S 1 \$40.00 0.00															
N 20	8	10/11/12	10/11/12	Thu 9-10p Big Bang / Two 1/2 Men	CM	9-10p	---T---	:30	1	\$9,450.00	LV1	0.00	NM	1	\$9,450.00
Big Bang / Two 1/2 Men															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$9,450.00 0.00															
N 21	8	10/11/12	10/11/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$8,000.00	LV1	0.00	NM	1	\$8,000.00
Person Of Interest															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$8,000.00 0.00															
N 22	8	10/11/12	10/15/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M--TF--	:30	1	\$250.00	LV3	0.00	NM	1	\$250.00
8 News Now 6a M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12 10/15/12 M--TF-- 1 \$250.00 0.00															
N 23	8	10/13/12	10/13/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
8 News Now Sat 5-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$225.00 0.00															
N 24	8	10/14/12	10/14/12	8 News Now Sun AM #CM 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$150.00	LV2	0.00	NM	1	\$150.00	
8 News Now Sun AM #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S 1 \$150.00 0.00															
Totals														40	\$28,125.00